THE
Milk and Cream
Supply
of Toronto

A NEW DEPARTURE BY ONE OF THE LEADING DAIRIES whereby Toronto people will be able to obtain a constant supply of pure, unadulterated milk and cream.

Modelled after the Copenhagen Milk Supply Co., whose system is acknowledged by leading medical men to be the most perfect in the world.

ENDORSED BY

DR. SHEARD
Medical Health Officer, Toronto

PROF. ROBERTSON
Dominion Dairy Commissioner, Ottawa

PROF. DEAN
Professor of Dairying, Agricultural College Guelph

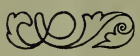
MR. F. C. HARRISON
Bacteriologist, Agricultural College Guelph

T. A. MILNE, V. S.
Veterinary Inspector

W. J. PALMER
ROBT. WORTH
} Proprietors

The
KENSINGTON DAIRY

453 Yonge Street
Toronto



TELEPHONE 3910

Headquarters For
Fine Dairy Products

SPECIALTIES

Milk, Ice Cream,
Cream, Devonshire Cream

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TORONTO :
The Bryant Press, Printers
1896

THE MILK AND CREAM SUPPLY
OF TORONTO

The Food Value of Milk

Milk is perhaps the most wholesome and nutritious food that we possess, as it furnishes, in a very digestible form, every element necessary for the growth and building up of the body. It is thus valuable not only for children, but for persons of every age, and in every station of life.

But milk may be either a food or a poison; it is a most desirable food if obtained from perfectly healthy cows, fed on clean, suitable food, and pure drinking water. It may act as a poison (if used for food) when produced by cows tainted with tuberculosis (consumption), or some infectious disease, or by cows rendered unhealthy by poor food, bad water, or unsanitary surroundings. Even after the milk is drawn from the cow it may become unfit for use by careless handling, the use of dirty utensils, or by being kept in a foul or close place.

It is most important, therefore, that the public should be extremely careful not to use the milk or cream from cows affected with, or suspected to be affected with, tuberculosis, or otherwise in an unhealthy state. Great care should also be exercised (especially in large cities), that the supplies of milk and cream should be obtained from reliable dairies, where constant care and cleanliness are exercised in the production and handling of these products.

The Copenhagen System

The City of Copenhagen, in Sweden, was the scene of the first reform movement in the dairy business. As far back as 1878 a company was formed there which had for its object the supplying of pure and unadulterated dairy products to the inhabitants. This company has steadily grown in size and importance since, until it is now pointed out by European scientists and medical men as the most perfect of its kind in the world. The plan adopted by this Company has been followed by dairies in St. Petersburg, London, Glasgow, and other large cities, with the result that the general health of the people has been considerably improved. Before many weeks the Kensington Dairy, of Toronto, will follow in the same line.

The American System

Few, if any, cities in America have a properly controlled system of milk and cream supply, based on scientific principles and under proper medical control, similar to that in Copenhagen.

Every city is, more or less, overrun with milkmen, some of whom keep their own cows, while the majority buy their milk as cheaply as possible, without much regard to its quality or healthfulness, providing the taste and appearance are good. This milk is often kept in close cellars or outhouses, which are altogether unfit for the purpose, and there is no question but that (notwithstanding the efforts of the Health Inspectors) the milk is adulterated in many cases before reaching the consumer.

The Dairy Business in Toronto

Toronto, like other cities, has an ever-increasing number of milkmen. During the past few years, a few of the larger dairies have endeavored to give their customers pure and unadulterated milk and cream, free from dirt or foreign matter; but in no case have the public been insured of a constant supply of these products, free from the taint of disease or free from adulteration.

The time has arrived, however, when something should be done to raise the standard of this important business to its proper level; for there is no business in any city in such close touch with the public health as that relating to the dairy.

A Great Reform

The proprietors of the **Kensington Dairy** have, during the past three years, endeavored to give the public pure dairy products. They have met with such support in this, that the business has more than doubled in two years. Now, however, they intend to make some sweeping changes in the methods of carrying on the business, which will place the Kensington in the front rank and the equal of any dairy in the world.

The changes, or reforms, which this dairy proposes making early this autumn are as follows:

1. The selection of a district, some distance from the city, where a large supply of milk can be procured within a small radius, and where the supply of drinking water is abundant and pure.

2. A thorough and systematic examination, by a competent veterinary surgeon, of all cows in this district owned by farmers wishing to sell milk. In the case of diseased or otherwise unhealthy cows being discovered, they must be disposed of, and the whole herd pronounced healthy, before the dairy will agree to take the milk. This will be followed by a regular monthly examination by the veterinary surgeon of all cows on farms supplying milk to the dairy, with a discarding of any that show signs of bad health.

3. A constant supervision of the food and surroundings of the cows giving milk, by an inspector appointed by the Dairy, to insure milk and cream free from bad odors or taints, caused by bad food or unsanitary surroundings.

4. An agreement with the farmers that they shall, at all times, exercise the greatest care in selecting the food of the cows ; that they shall not feed frozen roots, brewers' grains, or slop of any kind, but only the best of grain, hay, roots, and corn.

5. That the milk must be removed from the stable immediately after milking to a suitable milk-house, then strained, aired (to remove cowy odors), and cooled to proper temperature.

6. That the cans must be locked before shipping, to prevent tampering on the road.

7. The milk, on arriving at the dairy, to be strained immediately, sampled, and tested to determine its quality; the results of these tests to be handed to customers from time to time.

8. The greatest care to be exercised in washing and scalding all cans, bottles, utensils, etc., used in holding the milk.

9. Clean, bright waggons, cans, and utensils to be kept, and good, attentive drivers, who will look to the interests of their customers as well as to those of their employers.

By attending strictly to the above points, the Kensington hopes to merit a still larger share of the public patronage. If the plan meets with the support expected, the proprietors will, in time, put in a Pasteurizing apparatus, with other improvements, by which all milk and cream can be thoroughly sterilized before being delivered.

The Dairy Overhauled

The Dairy at 453 Yonge Street has been overhauled, and remodelled to suit the needs of such a business. The milk and cream are kept in a bright, well-aired building, with concrete floors which can be kept spotless. A suitable wash-room has been fitted up, so that all cans, bottles, and other utensils can be washed, steamed and rinsed, until every trace of milk is removed.

It is fully recognized that there will be difficulties to overcome before milk and cream can be guaranteed to customers free from taint of any kind, and that can be given to the most delicate baby without danger to health; but it is the intention of the Kensington to reach that point within the near future.

Prominent Men Endorse the System

Below will be found the opinions of such prominent men as Dr. Sheard, Prof. Jas. Robertson, Prof. H. H. Dean, and Mr. F. C. Harrison.

TORONTO, September 25, 1896.

Kensington Dairy Co., 453½ Yonge Street, City.

DEAR SIRS:—I beg to acknowledge the receipt of your communication of September 22nd, and am pleased to see that you are contemplating the institution of needed improvements in your dairy, and I am thoroughly in sympathy with any movement of the kind. The scheme proposed looks very well as dealt with in your letter, and on its being carried out, it will give me much pleasure to inspect the practical working of the perfected system. I beg to return your testimonials.

Faithfully yours,

CHARLES SHEARD, M.D.,
Medical Health Officer.

OTTAWA, September 22, 1896.

The Kensington Dairy, Toronto.

DEAR SIRS:—I have your letter of the 18th inst. I recognize the great benefit which a supply of pure milk at moderate prices would confer upon the people of any city. It appears to me highly important that the milk should be protected against such contaminations as come into it from long exposure during delivery in cans and measuring tins in the dusty streets of a city, where the population is dense and the traffic great.

The consumption of milk might be enormously increased as a beverage by men and women. Now-a-days the health of hundreds of children is dependent upon a supply of wholesome, untainted milk. On that account, every endeavor to make the quality of milk furnished to a city wholesome and attractive is a public benefaction, as well as a business which deserves profitable success.

I wish you every success in your enterprise.

I am, yours very truly,

JAS. W. ROBERTSON,
Agricultural and Dairy Commissioner.

GUELPH, ONT., September 21, 1896.

MILK SUPPLY IN TOWNS AND CITIES IN CANADA.

After visiting the headquarters of the Copenhagen Milk Supply Co., of Denmark, last year (1895), I returned to Canada with the firm conviction that at last I had seen an ideal milk and cream supply business for a large city. The systematic inspection of the herds of those supplying milk, by competent veterinary surgeons, and the isolation of all animals showing any ill-health whatever, together with the rigid contracts made with the farmers as to the kinds of foods which may, and which may not, be fed to the cows, along with the instructions given regularly to patrons as to the best manner of caring for milk, by the expert dairymaids sent to the farms by the Company, convinced me that the SOURCE of milk supply was well guarded.

At the premises where the milk was received the most positive cleanliness prevailed, while the expert "tasters" (women), who sampled every can of milk as it came from the wagons, insured the buyers against receiving any milk that was tainted in any way. Samples were also taken to note the percentage of butter fat contained, so that customers were sure of getting pure milk. All bottled milk was sealed with the Company's seal, to insure that no tampering was done by drivers, or those who delivered the milk. Altogether, the system, as practised by the Copenhagen Milk Supply Co., cannot fail to recommend itself to any person interested in a supply of PURE milk and cream to people in our towns and cities.

I have much pleasure in expressing my entire approval of any system which will come near the ideal set by this Danish Company. The matter of health is so important, and the matter of milk supply is so closely connected with that of good health, that any scheme, or plan, which will insure a more perfect milk supply must, of necessity, promote greater health and happiness among people whose occupations compel them to live close together in towns and cities, and who are more or less deprived of nature's health restorers—fresh air, sunshine, and pure milk.

H. H. DEAN,
Prof. Dairying, O.A.C.

GUELPH, ONT., September 25, 1896.

The Kensington Dairy, Yonge Street, Toronto.

GENTLEMEN :—Your departure in the dairy business, as set forth in the circular, is worthy of endorsement, especially if details are as carefully carried out as they are at Copenhagen.

I also note that you intend placing Pasteurized milk on the market. This process, properly carried out, eliminates not only the great majority of non-disease producing (saprophytic) bacteria, but destroys the germs of contagious diseases, and those putrefactive germs that sometimes gain access to the milk, and give rise to intestinal disturbances, especially those observed with children. I am glad to note that Toronto is moving in the right direction.

Yours truly,
F. C. HARRISON.
Bacteriologist O. A. C.

All of these gentlemen, from their different standpoints, fully recognize the great need of a reformed system of milk and cream supply in cities and towns, and they are quite willing to give their support to any dairy that endeavors to supply the public with pure dairy products.

Prices very Reasonable

The **price** of this pure milk and cream will not be in advance of that sold by other dairies in the city, so the poor, as well as the rich, can reap the benefits of such a system.

The prices will be as follows:

Bottled Milk	16	quart tickets for	$1.00
Can "	18	" "	1.00
Table Cream	12	" "	1.00
Heavy Whipping Cream	50	cents per quart.	

Ice Cream and **Devonshire Cream,** manufactured on the premises from pure cream, can be had at very moderate prices.

Owing to the fact that the present milk and cream contracts of this dairy continue until October 31st, it will be impossible to get this plan in working order until that date; in the meantime, good, pure milk and cream, from some of the best farms in Ontario, is being supplied to customers.

No cream separator is used on the premises, but the cream and milk come from different sections of the country altogether.

Children and **invalids** should have a steady supply of **one cow's milk,** or **fresh milk** from the same herd of cows. This can be obtained from the Kensington, guaranteed as represented.

Devonshire Cream, Koumiss, and **Junket** are very acceptable to invalids. These delicacies will be supplied at a very moderate price.

A large number of the best people will testify to the superior qualities of the Kensington milk and cream; but after November 1st. it is expected that all former efforts to give the public something to be absolutely relied on will be eclipsed.

The Kensington has all along stood fast to the principles of honesty in business transactions, and now that the proprietors have decided on this plan to reform the dairy business, they will push it on at all costs.

From the present time until November 1st. customers can rely on getting the best milk and cream that money can buy, but after that date they may expect to get something a little better, and more reliable than anything yet obtainable in the city.